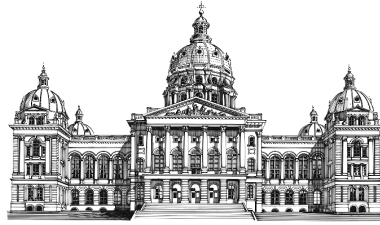


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# Iowa Legislative Fiscal Bureau

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State Capitol  
Des Moines, IA 50319  
February 2, 1996

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## Update on Sesquicentennial Activities

### ISSUE

Update on the activities of the Iowa Sesquicentennial Commission.

### AFFECTED AGENCIES

Office of the Governor  
Department of Transportation

### CODE AUTHORITY

Chapter 7G, Code of Iowa  
Section 321.34, Code of Iowa

### BACKGROUND

The Iowa Sesquicentennial Commission, established during the 1991 Legislative Session, is a bi-partisan, nonprofit organization charged with planning, coordinating, and administering activities and programs relating to Iowa's 150th anniversary of statehood.

The Commission consists of 25 members, five of whom were appointed by the Governor, and 20 of whom were selected by leaders of the General Assembly. Commission members are listed in **Attachment A**. The Commission is staffed by ten persons, led by Executive Director J. Scott Raeker.

The legislation which formed the Iowa Sesquicentennial Commission also allowed for the formation of County Sesquicentennial Commissions in each county in Iowa. The role of each Commission is to plan a locally driven Sesquicentennial celebration, which highlights the statehood anniversary as well as highlighting the local area's contribution to the history and culture of the State.

The sale of Sesquicentennial license plates is the primary source of funds for Commission activities. Additional financial support is generated from corporate partnerships, grants, and commemorative book and merchandise sales.

**CURRENT SITUATION**

As of July 1995, over 115,000 Iowans had purchased Sesquicentennial license plates, raising over \$3.4 million. In addition, \$1.2 million has been generated from corporate partnerships. Corporate partners are listed in **Attachment B**.

Total projected revenues for FY 1993 through FY 1997 are as follows:

**Total Projected Revenues  
FY 1993 - FY 1997**

License Plates	\$ 4,930,707
Corporate Partnerships	1,200,000
Books & Merchandise	1,060,207
Interest	245,516
	\$ 7,436,430

Total projected expenses for FY 1993 through FY 1997 are as follows:

**Total Projected Expenses  
FY 1993 - FY 1997**

Personnel & Admin. Costs	\$ 1,510,245
County Sesquicentennial Commissions	1,021,025
Statewide Projects	1,002,025
Commemorative Book	838,000
Public Relations	459,816
Festival of American Folklife	430,000
Educational Programs	400,000
Legacy	1,000,000
In-kind Corporate Expenses	370,000
Festival of Iowa Folklife	250,000
Statehood Day Celebrations	100,000
Contingency	55,319
	\$ 7,436,430

Primary expense areas are detailed below.

- Personnel and Administration - Staff, printing, postage, rental, data processing, etc.
- County Sesquicentennial Commissions - County projects range from a soup supper and kick-off celebration in Adair County to the Big River Rendezvous in Scott County.
- Statewide Projects - Projects such as the Iowa 150 Bike Ride, the Community and Farm Highway Sign Program, the State Sesquicentennial Quilt, and the School Forests Program, which were initiated by the Sesquicentennial Commission or a planning partner

organization. Planning partner organizations may receive grants from the Commission and include entities such as the Iowa Arts Council, Trees Forever, Inc., the Iowa Heritage Foundation, the State Historical Society, and the Iowa Humanities Board.

- Commemorative Book - A 192 page book containing photography along with narratives portraying Iowa's communities, citizens, history, and landscape. Books sell for \$29.95. A free copy will be given to every school and library in the State.
- Public Relations - Efforts to generate local, statewide, and national awareness of the State of Iowa and Iowa's Sesquicentennial celebration.
- Festival of American Folklife - The State of Iowa was invited by the Smithsonian Institution to be a featured program at the 30th Annual Festival of American Folklife in Washington D.C., June 26-30 and July 3-7, 1996. The Festival showcases traditional grassroots culture and is a \$1.2 million project funded by the Smithsonian Institution and the Iowa Sesquicentennial Commission (\$430,000 each) and corporate partners.
- Educational Programs - Projects directly relating to education and Iowa's youth, including:
  - Developing and distributing a new Iowa history curriculum to every school in the State.
  - Providing a copy of "The Goldfinch," an Iowa history magazine for children, to every fifth-grade student in the State during the 1995-1996 school year.
- Legacy - An endowed leadership initiative is being developed to impact the future of Iowa.
- In-kind Corporate Expenses - Expenses related to the effort, primarily printing and promotion, which are offset by direct contributions.
- Festival of Iowa Folklife - A restaging of the Iowa portion of the Festival of American Folklife. The Festival will be held on the State Capitol grounds in Des Moines August 22-25, 1996.
- Statehood Day Celebrations - The Iowa Sesquicentennial Debut was held December 28, 1995, in Iowa City. Statehood Day will be held December 28, 1996, in Des Moines.
- Contingency - Funds are set aside for contingencies due to the unpredictability of license plate sales.

Other initiatives not under the jurisdiction of the Sesquicentennial Commission include advertising efforts by the Department of Economic Development. The Department was required by HF 512 (FY 1996 Economic Development Appropriations Bill) to allocate \$300,000 for Heritage Tourism and Sesquicentennial efforts. In addition, the Department has requested a \$2.0 million FY 1996 supplemental appropriation for Sesquicentennial advertising.

### **BUDGET IMPACT**

While no residual is anticipated, if the Sesquicentennial Fund maintains a balance on June 30, 1997, any remaining funds will revert to the General Fund. Remaining non-appropriated funds from corporate donations and merchandise sales will go to the State Historical Foundation.

STAFF CONTACT: Valerie Thacker (Ext. 15270)



# Iowa Sesquicentennial Commission

**Chairman**

**Hon. Robert D. Ray**  
Des Moines

**John Nelson**  
Estherville

**Co-Chair**

**C.J. Niles**  
Carroll

**Edward C. Nichols**  
Knoxville

**C. Joseph Coleman**  
Clare

**Rebecca Reynolds-Knight**  
Keosauque

**Frank J. Delaney III**  
Burlington

**Sue Richter**  
Milford

**Chalmers "Bump" Elliott**  
Iowa City

**William Robs**  
Davenport

**Almo Hawkins**  
Des Moines

**Luke Roth**  
Des Moines

**Marilyn Carter**  
Sioux City

**Emily A. Russell**  
Oskaloosa

**Mary Mascher**  
Iowa City

**Jane Seaton**  
Corning

**Marilyn McDonald**  
Dubuque

**Donn Stanley**  
Des Moines

**Tom Morain**  
Ames

**Rose Vasquez**  
Des Moines

**Anne E. Nelson**  
Council Bluffs

**Donald W. Wanatee, Sr.**  
Tama

**David T. Nelson**  
Decorah

**Peggy Whitworth**  
Cedar Rapids

**Junean G. Witham**  
Cedar Falls

# Iowa Sesquicentennial Commission CORPORATE PARTNERS

## ***LANDMARK SPONSOR***

\$20,000 or more each year through 1996

BARR-NUNN Transportation  
Blue Cross Blue Shield of Iowa  
Clement Crossroads, Inc.  
Featherlite Manufacturing, Inc.  
HON INDUSTRIES Charitable Foundation  
Hy-Vee Food Stores, Inc.  
John Deere  
Iowa Bankers Association  
Iowa Teleproduction Center  
Mid-American Energy Company  
Outdoor Advertising Association of Iowa  
Pella Corporation  
TCI of Iowa, Inc.  
The Principal Financial Group Foundation, Inc.

## ***MILESTONE SPONSOR***

\$10,000 each year through 1996

Allied Group  
Casey's General Store  
Coca-Cola Bottlers of Iowa  
Fairtron Corporation  
J & M Fireworks  
Meredith Corporation  
Wells' Dairy, Inc.

## ***TRAILBLAZER SPONSOR***

\$5,000 each year through 1996

Amana Refrigeration  
Bandag, Inc.  
Boatmen's Bancshares of Iowa  
Maytag Foundation  
Vermeer Foundation